

## **ABSTRACT OF THE INVENTION**

The present invention is a label designed to be placed on the top of a can. On this label is the web address of a web site. This address can be unique to the can-top advertisement, or it can be the address of a general web site. If the address is that of a general web site, an identifier that is unique to the can-top advertisement is also included on the label. In the case of a unique web address, when a person visits the web site located at the web address, a record is made of the person's visit. Since the web address is unique to the can-top advertisement, all parties concerned with the advertisement can be assured that the person was directed to the web site by the can-top advertisement. If the web address is to a company's general web site, the web site will prompt the person to enter the unique identifier on the can-top advertisement. Again, once the unique identifier is entered, it will be clear to all concerned that the person was directed to the web site by the can-top advertisement.